AMERICAN F.O.S. TRENDS INC.

Manufacturers/Fashion Companies

MARKETING PLAN
AMERICAN F.O.S. TRENDS INC. INTRODUCES FREEDOM OF SPEECH TRENDS OF TOMORROW
FOR ALL GENERATIONS OF TODAY
A PIONEER CONCEPT
FOR
FASHION APPAREL
AND
ACCESSORIES

U.S. UTILITY PATENTS
APPAREL ATTACHABLE/DETACHABLE DISPLAY FRAME
TETHERED DISPLAY FRAME

F.O.S.®
UNITING THREE POWERHOUSE INDUSTRIES

☑ FASHION
☑ SOCIAL MEDIA/TECHNOLOGY
☑ ADVERTISING/MARKETING
THE FASHION FRAME

A NEW CREATION

ALLOWING:

- SELF-EXPRESSION
- EXCITEMENT
- CREATIVITY
- UNLIMITED USES
THE F.O.S.® FASHION FRAME

FOR
MEN
WOMEN
CHILDREN
TWEENS
YOUNG ADULTS
SENIORS
PETS
THE
F.O.S.®
FASHION
FRAME
FOR

• JACKETS
• SHIRTS OF ALL VARIETIES
• SKIRTS/DRESSES/VESTS/TROUSERS WITH FRONT FLAP
• JEANS/PANTS/SHORTS
• SHOULDERBAGS/HANDBAGS
• SCHOOL BAGS/SCHOOL LUNCH BAGS
• APRONS/HATS/BELTS/SHOES
• SIGNS
• BLANKETS/PILLOWS/and MORE
CREATE CULTURE

- USE THE FASHION FRAME AS YOUR OWN ARTISTIC PALETTE
- MAKE A NEW MASTERPIECE EACH AND EVERY DAY
- GIVE A VOICE TO YOUR OWN CULTURE PREFERENCES
- FASHION FRAME-DEMOCRATIZING CULTURE
WHAT IS THE FASHION FRAME?

- AN ATTACHABLE/DETACHABLE FRAME
- A COMPLIMENT TO ANY WARDROBE
- USED BY ANYONE FOR PERSONAL USE
- USED BY COMPANIES, CORPORATIONS, AND SMALL BUSINESSES
F.O.S.® FASHION FRAME
“A NEW LEADING EDGE MINDSET”

• OPENING NEW DOORS AND TRENDS WHILE RAISING SOME EYEBROWS
• A CORPORATE, COMMUNITY RESOURCE
• CITIZENS UNITING TOGETHER FOR A CAUSE
• INDIVIDUALS STANDING ALONE
• EVERYONE CAN BE A HUMAN “FRAME-BOARD”
• PROFOUND, NOTABLE OR JUST FUN MESSAGES SHARED
85% OF AMERICANS HAVE INTERNET ACCESS TODAY

COMPUTERS ALLOW UNLIMITED RESOURCES

NEW IDEAS, IMAGES A “CLICK AWAY”

TO MANY, INTERNET IS A PRIMARY SOURCE

DOWNLOAD INFO AS OFTEN AS DESIRED
F.O.S.® FASHION
FRAME INSERTS

- YOU CHOOSE WHAT IS DISPLAYED
- INSERTS ARE QUICKLY REPLACED
- FRAME INSERTS ARE REUSEABLE
- INSERTS CAN BE SAVED
- INSERTS CAN BE KEPT CURRENT USING NEW DOWNLOADED COMPUTER IMAGES
AN ARTIST’ S PALETTE
EXHIBITING AND CREATING CULTURE

★ FILM
★ ART
★ T.V. CELEBRITIES PICS
★ PERSONAL MESSAGES
★ HOLIDAY GREETINGS
★ FAVORITE COMICS
★ SPORTS FIGURES
★ BOOKS
★ MUSIC BANDS
★ THEATRE
★ SCHOOL USES
★ TEAM SPORTS
★ LOCAL ADS
★ CAUSES
★ DVD RELEASES
★ SMALL BUSINESS ADS
★ MESSAGES
★ TRAVEL
★ FAMILY GATHERINGS
★ HISTORICAL PICS
★ MEDIA FILES
★ CREATIVE OUTLET
★ CULTURE FOR EVERYONE
★ POSTIVE AFFIRMATIONS
★ NOSTALGIA DISPLAYS
★ PHOTO DISPLAYS
★ CD COVER DISPLAYS
★ BOOK COVERS
★ PERFORMING ARTS
★ FAMOUS QUOTES
★ CARTOON CHARACTERS
★ FAVORITE POEMS
★ MISCELLANEOUS PARAPHERNALIA
★ GRAPHIC DESIGNS
★ CULTURAL HERITAGE
★ FABRIC DESIGNS
★ SPECIAL NEEDS FOR THE CHALLENGED
★ STORE PROMOTIONS
★ SPORTS’ TEAM LOGOS AND AFFILIATION
★ COMPUTER DOWNLOADS
★ FLAGS
★ CLASSROOM USES
★ ETHNIC PRIDE
★ PETS
★ AND MANY, MANY MORE USES
HOW WOULD YOU PERSONALLY USE THE F.O.S.® FASHION FRAME?

FAMILY
SCHOOL
BUSINESS
COMMUNITY USE
LOCAL ORGANIZATION
YOUR CIVIC GROUP OR
YOUR PERSONAL USE

...PETS INCLUDED TOO!
(they can make the cutest messengers,
when wearing an F.O.S. Fashion Frame)

.......and a great holder for future bendable/sleek technology products!
We bet our F.O.S. Fashion Frame will hold future video games/cameras
and other electronic innovations.
WE WANT YOU!

- TO SHARE OUR DREAM
- DO YOU SHARE OUR VISION
- ARE YOU THE COMPANY OF THE FUTURE
- DO YOU REPRESENT WHAT FREEDOM OF SPEECH IN THE U.S.A. STANDS FOR?
IMAGINE …

- TECH DRIVEN “SILENT MESSAGES” DRIVEN BY GENERATION “O”
- THE YOUTH OF TODAY DRIVING AND DEFINING THIS NEW MOMENTUM
- INSTANT COMMUNICATION WITH A HUMAN TOUCH
- A TRULY SOPHISTICATED YET SIMPLE DESIGN WITH UNLIMITED POTENTIAL
FASHION FRAME
PURPOSES AND BENEFITS

- BE THE CATALYST AND TRENDSETTER
- CHANGE THE ADVERTISING WORLD
- SHOW THAT “YOUR VOICE” WILL NEVER BE UNDERESTIMATED
- BE A POSTIVE FORCE IN CHALLENGING ECONOMIC TIMES
- SELL THIS FRESH PRODUCT WITH UNLIMITED USES
- PROMOTE THIS TOOL TO COMMUNICATE IDEAS, CONCEPTS, VISIONS
- REINTRODUCE OUR AMERICAN PRIVILEGES WITH A BRAND NEW WAY
LAUNCHING THE F.O.S.® FASHION FRAME

• TRULY A PUBLIC RELATIONS, ADVERTISING COMPANY’ S DREAM

• OUR YOUTH WILL EMBRACE THE TREND ENTHUSIASTICALLY AND IRRESISTIBLY

• BE A LEADER WHO ADDS A NEW LAYER OF STYLE FOR FASHION

• CHOOSE THE RIGHT CONNECTORS – CELEBRITY, SPOKESPERSON
F.O.S.®
FASHION FRAME

THE NEW AND SIMPLE REVOLUTIONARY FASHION INVENTION …
... EVEN WHEN YOU STAND ALONE, YOU STAND TOGETHER
“EACH ONE OF US CAN MAKE A CONTRIBUTION. TOO FREQUENTLY, WE THINK WE HAVE TO DO SPECTACULAR THINGS. YET, IF WE REMEMBER THAT THE SEA IS ACTUALLY MADE UP OF DROPS OF WATER AND EACH DROP COUNTS; EACH ONE OF US CAN DO OUR LITTLE BIT WHERE WE ARE. THOSE BITS CAN COME TOGETHER AND ALMOST OVERWHELM THE WORLD.”

from his book Wisdom
DESMOND TUTU
1984 NOBEL PEACE LAUREATE
“YOU NEED TO HAVE PASSION. THE GREATEST THING I’VE LEARNED IN MY LIFE IS THAT THERE IS ROOM FOR EVERYBODY. THAT’S THE GREAT THING ABOUT ART AND DESIGN AND COMMUNICATION. THERE’S ROOM FOR ALL.”

-MASSIMO AND LELLA VIGNELLI

In 1965, Massimo Vignelli became co-founder and design director of Unimark International Corporation. With Lella Vignelli, he established the offices of Vignelli Associates in 1971, and Vignelli Designs in 1978. His work includes graphic and corporate identity programs, publication designs, architectural graphics, and exhibition, interior, furniture, and consumer product designs for many leading American and European companies and institutions.

Mr. Vignelli has had his work published and exhibited throughout the world and entered in the permanent collections of several museums; notably, the Museum of Modern Art, the Metropolitan Museum of Art, the Brooklyn Museum, and the Cooper-Hewitt Museum in New York; the Musee des Arts Decoratifs in Montreal; and the Die Neue Sammlung in Munich. Mr. Vignelli has taught and lectured on design in the major cities and universities in the United States and abroad.

He is a past president of the Alliance Graphique Internationale (AGI) and the American Institute of Graphic Arts (AIGA), a vice president of the Architectural League, and a member of the Industrial Designers Society of America (IDSA). Two feature-length television programs on the Vignellis’ work have been aired worldwide. A monographic exhibition of the Vignellis’ work toured Europe between 1989 and 1993, and was featured in St. Petersburg, Moscow, Helsinki, London, Budapest, Barcelona, Copenhagen, Munich, Prague and Paris.

Massimo Vignelli
THE INCLINE IN OUR ECONOMY HAS MEANT ADDED OPPORTUNITIES FOR SMART COMPANIES AND BUYERS

NOW IS THE TIME TO MOTIVATE SHOPPERS AND BRING THEM BACK INTO THE STORES TO PURCHASE THEIR F.O.S.® FASHION FRAME
IT'S TIME FOR OUR SPIRITS TO HAVE MORE FUN WITH FASHION!
THE F.O.S.®
FASHION FRAME !!

U.S. Utility Patents
BUY - TRY - PLAY
THINK - CREATE – USE
IT’S ALL FUN!
BE THE COMPANY WHO HOLDS THE F.O.S.® FASHION FRAME IN YOUR HANDS
F.O.S.®

✓ SIMPLE
✓ NEW
✓ CREATIVE
THIS IS ONE TRADEMARK ADVERTISERS CAN HAVE FUN WITH

“WEARING MY F.O.S. OUT.”
“WHAT’ S IN YOUR F.O.S.? ”
“WEARING OUT MY F.O.S. ”
“SPEAKING YOUR MIND WITH F.O.S. ”
“SPEAK OUT WITH F.O.S.”
“PEOPLE WITH PERSONALITY WEAR OUT THEIR F.O.S.”
INTRODUCING THE FUTURE

F.O.S.® FASHION FRAMES

OF TOMORROW
F.O.S.®
APPAREL JACKETS
F.O.S.®
CHILDREN’S APPAREL

FRONT VIEW

REAR VIEW

FRONT VIEW

REAR VIEW
F.O.S.® FASHION APPAREL SHIRTS
F.O.S.® APPAREL
FOR ALL

FRONT VIEW

REAR VIEW

GIVE PEACE A CHANCE
F.O.S.® PANTS APPAREL
FRAME ACCESSORY FOR MEN AND WOMEN
FRAME ACCESSORY FOR BOYS AND GIRLS
FRAME
ACCESSORY
NEW TRIPLE FRAME
FASHION FRAME
FRAME ACCESSORIES
ONE FINAL DREAM OF OURS
DON’T YOU THINK IT IS LONG OVERDUE
FOR TIMES SQUARE TO HAVE A FAMOUS,
CONTROVERSIAL, PROVOCATIVE
FRAMEBOARD?

...THINK
ABOUT
IT...
PRESENTING THE FIRST F.O.S.® FASHION FRAME PROTOTYPES
NEW F.O.S.® CLASSIC AMERICAN BLACK STRETCH DENIM SHIRT APPAREL
(Allows the wearer to show F.O.S. in front or back of shirt.)

Simple clean lines to last....

....the statement is all in the frame.
Due to the above F.O.S. fashion frame being tested on an existing design/brand, we are unable to show you it, in its entirety. We were thrilled with the results in every case. Our mission was accomplished and it exceeded our expectations. F.O.S. fashion frame adapts and enhances all designs/brands while looking fabulous! Now just imagine your own favorite brand with an F.O.S. fashion frame. :)

A new wardrobe “must” for all....

....don’t we all have a mind of our own?
NEW F.O.S.® AMERICAN DENIM
LIZARD SKIN JACKET APPAREL

New F.O.S. fashion....

....with style and purpose.

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NEW F.O.S.® APPAREL
DOUBLE LAYER CASUAL OR ATHLETIC COTTON T SHIRT STYLES
IN ALL YOUR WILDEST COLORS!

Purposeful comfort with substance....... .......with that extra layer of warmth....

....this can become your new favorite sports or “lounging around” shirt.

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®
NEW F.O.S.® APPAREL
AMERICAN WHITE DENIM SHIRT

3 WAY MULTI-PURPOSE SHIRT WITH ZIPPERS
(Converts Sleeveless to Short Sleeve to Long Sleeve)

New trend that is of another world....

....space helmet not included.
Perfect fit for traveling in any temperature…. we say you can wear white in winter.

One shirt worn 3 ways…. smart.
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NEW F.O.S.® FASHION FRAME ON BLACK LEATHER SKIRT APPAREL

Girls don’t always have to wear pants to get respect....

....it will be your choice if you want to put a poodle in the frame.

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NEW BLACK LEATHER F.O.S.® FRAME
ALLIGATOR STYLE SHOULDER BAG
ACCESSORY

New Fashion Statement!

Perfect for all sizes, styles & brands (especially tote & beach style bags).

Every fashion magazine, or anything for that matter, looks fabulous in the frame…. before taking it out for a “leisurely read”…. while keeping it in impeccable condition…. ….nice.

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NEW ORIGINAL F.O.S.® FRAME TIE ACCESSORY GARMENT

Collars are nice, but are they always necessary?

....it’s what’s inside the tie that matters.

We bet many will not even realize your shirt doesn’t even have a collar….

ALL EYES ON THE TIE!

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NEW F.O.S.® FRAME ON CLOTHING FOR THE HEAD
In Original & New Bold Colors

Focus on quality, not quantity.

You definitely need more than one, your favorite color may not work all the time.

Hat for all seasons….adapted to all varieties.

Baseball-summer, football-winter….and just fit in hockey & basketball.

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NEW F.O.S.® FRAME ACCESSORIES
In a variety of color combinations.

Fun, Fashionable & Useful!!

....for all ages!

....you don’t even have to break a sweat.

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NEW F.O.S.® FRAME FOR APPAREL GARMENT

Predictable and boring no more!

Dressing smart before cooking can be fun too.

Grandma may never take it off!

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NEW BLACK LEATHER FRAME ACCESSORY APPAREL
THAT USES ELASTIC OR WEBBING WITH
SUSPENDER CLIPS
Double Frame Style (front/back)

New apparel
that compliments
your own
wardrobe....

....enjoy
purpose
with
style!

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NEW BROWN SUEDE FRAME ACCESSORY APPAREL THAT USES ELASTIC OR WEBBING WITH SUSPENDER CLIPS
Double Frame Style (front/back)

New apparel that compliments your own wardrobe....

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.....enjoy style with purpose!
LET THE F.O.S.® FRAME TREND BEGIN!

BE THE COMPANY THAT LAUNCHES THE NEW F.O.S. FASHION FRAME

THANK YOU FOR YOUR INTEREST
MICHAEL FORTE    JOSEPH GERACI
IT WAS LITERALLY AT THE MOMENT WE COMPLETED OUR PRESENTATION THAT WE REALIZED THE TRUE SIGNIFICANCE OF THE F.O.S. FASHION FRAME.

THE MAIN PURPOSE OF OUR F.O.S. FASHION FRAME IS FREEDOM OF SPEECH AND THE CONNECTION WITH OUR COUNTRY’S HISTORY.

FREEDOM OF SPEECH IS A FUNDAMENTAL RIGHT GUARANTEED BY OUR CONSTITUTION AND BILL OF RIGHTS. IT IS THE FOUNDATION OF OUR LIBERTY AND HAS BEEN DEFENDED AND PROTECTED BY OUR PATRIOTS THROUGHOUT THE YEARS. OUR F.O.S. FASHION FRAME IS AN IMPORTANT TOOL WHOSE POTENTIAL WILL BE RECOGNIZED AND REALIZED DURING THE CHALLENGING TIMES NOW AND AHEAD.

NO MATTER WHAT BACKGROUND, ETHNICITY, RACE, CREED OR RELIGION WE ESPOUSE OR HOW WE TRACE OUR ANCESTRY, WE ARE ALL AMERICANS, UNITED BY OUR COMMON VALUES, RIGHTS AND DUTIES AS CITIZENS. THESE MOLD US ALL TOGETHER AS A PEOPLE AND COUNTRY. WE THANK OUR FOREFATHERS, VISIONARIES AND VETERANS FROM ALL FIFTY STATES WHO HAVE BROUGHT US TO THIS POINT IN TIME.

ONCE AGAIN, THE WORLD IS LOOKING TO THE UNITED STATES FOR LEADERSHIP. OUR FREEDOM OF SPEECH IS A RIGHT MANY PEOPLES OF THE WORLD ARE STILL STRIVING TO DEFINE AND EXERCISE AS A BASIC HUMAN RIGHT FOR THEMSELVES. WE ARE A BEACON FOR ALL THE WORLD. THE F.O.S. FASHION FRAME ALLOWS FREEDOM OF SPEECH TO BE EXTENDED IN A NEW AND UNIQUE WAY FOR THE BETTERMENT OF THE WORLD WHILE HAVING FUN DOING IT!
THIS PRESENTATION AND DENIM DISPLAY BOARD IS THE SOLE PROPERTY OF AMERICAN F.O.S. TRENDS INC. AND MAY NOT BE REPRODUCED, SHOWN OR USED IN ANY WAY WITHOUT ITS EXPRESSED WRITTEN PERMISSION.

MICHAEL FORTE, PRESIDENT
JOSEPH GERACI, VICE PRESIDENT